

NAMAKA

HOCKEY

"Alibi Bill" Comedy at Cluny, Jan. 21st

Craigantler

ECHOES OF GLEICHEN TWENTY YEARS AGO

RED & WHITE STORE

(From our Own Correspondent)

NAMAKA.
The annual school meeting was held in Namaka school on Saturday afternoon. Several matters of importance were discussed, also Mr. G. L. Peterson was elected to fill the office of trustee, Mr. E. Watts being the retiring trustee.

Do not forget the "Hard Time Dance" to be given in the hall on Friday evening, January 16th. Remember a prize will be given to the dancer wearing the best "hard time costume" at this dance. Music by Strathmore orchestra.

The regular monthly meeting of the Ladies' Aid was held on Friday at the home of Mrs. Clara Mackie. Ten ladies were present at this meeting. Lunch was served by Mrs. Mackie.

Mr. Leonard Atkinson returned to Calgary on Saturday evening and spent Sunday with Mr. and Mrs. W. H. Boker.

Quite a number from here attended the U. F. A. rally and dance at Meadowbrook Hall on Friday evening. Mr. and Mrs. H. H. H. and Mr. and Mrs. W. H. Boker spent several days last week visiting with relatives in Calgary.

Mr. and Mrs. Mike Brown were Strathmore visitors on Saturday.

TO SPEED UP PROGRESS

"The firm which eliminates or radically curtails its advertising at this time in the interest of economy in purchasing a short-sighted policy," declared Dr. Julius Klein, assistant secretary of the United States department of commerce.

"In advertising," said Dr. Klein, "the business world has at its command a force which if intelligently employed will be certain to reveal the true value of goods and services and will, for past experience have proved the greatest results of advertising at a time when business is depressed."

"Advertising is to national business as the present moment is to the individual. Active, courage and resourcefulness are to an individual. All signs indicate that we have reached the bottom of the decline and indeed in some phases we are gradually moving upward. Never was there a better opportunity for sound management, coupled with advertising having a real mission to help the business of the country get started on its climb back to prosper."

A study of the operations of a representative group of advertisers during the depression of 1921 shows that those who increased their advertising had lower sales than those who decreased it. One year later the firms which had increased their advertising expenditures showed an average gain of seven per cent, while the average for the others was a twelve per cent drop on the wrong side of the ledger."

To those who would seek more rapid adjustment and quicker return to normal business conditions Dr. Klein suggested that first attention should be given to any method that will increase the circulation of the media, because the urgent need of the day, in his opinion, was to accelerate the circulation of money.

"Mass psychology," said Dr. Klein "has unquestionably been a factor in the depression through which we are passing. This same power which has generated fear can be employed to stimulate it and create confidence."

Dr. Klein has devoted most of his life to the study of economics and commerce.

The hockey game played in Gleichen last Friday night against the Gunners, the latter winning the game by 7-1. The Rockford players previous to coming to Gleichen had played six games winning five and losing one, but they were no match for the Gunners. The Gunners, not knowing what they were up against, played in real earnest during the first period, and made four goals, and in the second and third periods, considerably making one in the second and two in the last frame, while the Rockford made their lone tally in the last game. The Rockford players, however, badly disgruntled and lacking in cohesion, and no doubt if taken in hand would make a good team. The Rockford boys brought along quite a bunch of fans who roared all they could. The goals were made as follows: 1 Lyon; 2 Lyon from McKay; 3 Taylor; 4 Marquardt from McKay; 5 Brown from McKay; 6 McKay; 7 McKay; 8 Brown; 9 McKay; 10 McKay; 11 McKay; 12 McKay; 13 McKay; 14 McKay; 15 McKay; 16 McKay; 17 McKay; 18 McKay; 19 McKay; 20 McKay; 21 McKay; 22 McKay; 23 McKay; 24 McKay; 25 McKay; 26 McKay; 27 McKay; 28 McKay; 29 McKay; 30 McKay; 31 McKay; 32 McKay; 33 McKay; 34 McKay; 35 McKay; 36 McKay; 37 McKay; 38 McKay; 39 McKay; 40 McKay; 41 McKay; 42 McKay; 43 McKay; 44 McKay; 45 McKay; 46 McKay; 47 McKay; 48 McKay; 49 McKay; 50 McKay; 51 McKay; 52 McKay; 53 McKay; 54 McKay; 55 McKay; 56 McKay; 57 McKay; 58 McKay; 59 McKay; 60 McKay; 61 McKay; 62 McKay; 63 McKay; 64 McKay; 65 McKay; 66 McKay; 67 McKay; 68 McKay; 69 McKay; 70 McKay; 71 McKay; 72 McKay; 73 McKay; 74 McKay; 75 McKay; 76 McKay; 77 McKay; 78 McKay; 79 McKay; 80 McKay; 81 McKay; 82 McKay; 83 McKay; 84 McKay; 85 McKay; 86 McKay; 87 McKay; 88 McKay; 89 McKay; 90 McKay; 91 McKay; 92 McKay; 93 McKay; 94 McKay; 95 McKay; 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**375 Country Elevators
100 Flour Warehouses
275 Coal Sheds**

Terminal Elevators at Vancouver - Capacity 6,000,000 bushels

Bankers

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Canadian Bank of Commerce

Bank of Toronto
Bank of Montreal

When dainty dishes
are desired—serve

"CALGARY DRY" SALAD

NEW WAYS
TO SERVE
A FAMOUS
BEVERAGE



CALGARY DRY SALAD

Recipe by
Hesperia Lee Aylsworth

3-1 cup sliced canned pineapple
2-1 cup chopped grapefruit pulp
1-1 cup blanched shredded almonds
1 cup Calgary Dry Ginger Ale
2 tbsp. creamed cottage cheese

1-4 cup seeded grapes
1-2 cup cold water
Few grains salt
Few grains pepper
Mayonnaise
Lettuce.

Soak the pineapple in cold water for 5 mins. then drain it over hot water. Add 1-4 cup of Calgary Dry Ginger Ale. Combine the sliced pineapple, grapefruit pulp, grapes, shredded almonds, salt and pepper, and then add the remaining 3-4 cup of Calgary Dry. Add the ginger ale mixture, stir thoroughly and pour into individual molds, which have been dipped in cold water. Chill thoroughly, unmold and serve on lettuce leaves, garnished with mayonnaise.



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DRY
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M MURRAY Accountant

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Local Agent for: North Empire Fire Ins. Co., Norwich Union Fire Ins. Society, Continental Ins. Co. of N. Y.
Rents Collected.
Properties looked after
"Insure with Murray and Stop Your Worry."

Office in Town Hall
GLEICHEN, - ALTA.

ST. ANDREW'S CHURCH SERVICES

The annual meeting of St. Andrew's Church will be held on Friday, Jan. 16, at 8 p.m., in the Club Room of the Community Hall.

Next Sunday service:
Sunday school at 11 a.m.
Evening at 7:30.

Kraft's Furs

Specializing in a full range of
FUR COATS

We do expert Fur remodeling.

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Bring your application form; \$10 extra will be charged if forms not presented.

Town & District

When your friends visit you inform the Call.

Dave Wilson is spending a week visiting his son and family at Lethbridge.

Skating continues good and Gleichen kiddies are having the time of their young lives.

His numerous friends will be pleased to learn Glen C. House is now on the road to recovery.

Sonny Desjardins got hit in the eye with a hockey stick one day last week but is now about ready to play hockey again.

When business is dull it is most necessary to keep the public informed concerning the goods handled and the prices.

Correction in published list of examination results: second year: Kathleen Beach, 8 subjects, 80%. Agnes Thorburn, 7 subjects, 65%.

Mrs. J. Moss returned to her home Monday after spending about a week in the Gleichen hospital. She is now greatly improved in health.

Let's hope the Cluny Dramatic Club are not going to overlook Gleichen this season. They are good and we have learned to like their comedies.

The ladies of St. Victor's Church are holding a whist drive in the Community Hall dining room on Tuesday Jan. 20th, at 8 p.m. Everybody welcome.

No small interest is manifested in the announcement of the success M. Boulanger of Gleichen, E. Reilly of Cluny, and A. Ruemiller of Keoma, have made in using triple super-phosphate and ammonium phosphate in fertilizing their grain fields last year. Read more about this fertilizer on the last page in this issue.

Next Monday, Jan. 19th, at 6:30 p.m. the Gleichen Board of Trade will have a supper at the Queens Hotel followed by the election of officers for the ensuing year. It is particularly requested that all members attend this meeting and supper, and also all desiring to become members. It is hoped to make the meetings this year exceptionally interesting and all who have the interests of the town and district at heart should not fail to attend this meeting Monday night.

"Ladies of Leisure" is the picture you've been waiting for. It's the daring picture of the season! See and hear what an artist's model does during and after working hours! It is sensational—shocking—naughty—but you will enjoy it. Dramatic thrills and throbs in a drama that is scintillating and sparkling. Superb characterizations by the greatest cast ever assembled for a single production. Entertainment in lux. Don't miss it. At the Gleichen Community Hall, Saturday Jan. 17.

On Friday, Jan. 16th, the Third Annual ball of the Queenstown Old timers will be held in the Queenstown Community Hall, when a great night for the ancient folk is promised. The old time music to be supplied by local time musicians and everything pertaining to the jolly function will be of such an old time character that it will bring back to the minds memory of many of the joys in the days of yore. As in the good old days every person will be given a hearty welcome old or young. Come dressed as you please. No one will give a whoop about style. It's you we want—not your clothes. Look for a good time and you will sure have it. Meet your old friends on the 16th and swap those yarns you have stored up all these years. Come and bring your friends for one more of those grand old rollicking days.

COMING EVENTS

Jan. 16—Queenstown Old Timers dance.
Jan. 19—Board of Trade Annual meeting and supper.
Jan. 20—St. Victor's whist drive in Gleichen Com. Hall.
Jan. 21—"Alibi Bill" in Herman's Hall, Cluny.
Jan. 22—Capers Annual Ball in Gleichen Community Hall.

MISCELLANEOUS ADS.

FOR SALE—A limited quantity of red, black and green feed. Apply to MacCallum & Sutrmeister, Gleichen, 42

FOR SALE—2 young half-bred Jersey milk cows in full milk. Also 10 tons of choice alfalfa hay. Apply to Frank Dale, 412

To meet WORLD COMPETITION Successfully

GROW WHEAT AT LESS COST

Wheat is a world commodity. Because of this fact the price the Canadian grower gets for his wheat is determined by conditions beyond Canadian control.

The Canadian wheat grower's problem, therefore, is one of reducing costs of production. Only by doing this can the Canadian grower be assured of maximum profits when forced to meet the competition of other wheat exporting countries.

For the past three years the Consolidated Mining and Smelting Company of Canada, Limited, in co-operation with the Dominion and Provincial Governments, has conducted experimental work in the hope of being able to assist the Canadian grower in solving this problem.

More than one thousand test plots of from five to eight acres each were fertilized with Ammonium Phosphate and Triple Super Phosphate during 1930 in Manitoba, Saskatchewan and Alberta in the furtherance of this experimental work.

The results, checked against unfertilized plots, prove that less seed and less labor are required to produce each bushel.

The effects of fertilization have been:

Increased Yield,
Higher Quality Grain,
Marked Reduction in Weeds,
Greater Resistance to Rust,
Cut Down Loss From Blowing and
From Five to Ten Days Earlier Maturity.

These tests were made in all parts of the three Prairie Provinces and generally the results have been most encouraging.

The experimental work has been carried on under the field direction of Dr. R. E. Neidig, who has compiled the results obtained in these districts and will gladly give any wheat grower the details. You are invited to write for information to:

THE CONSOLIDATED MINING & SMELTING COMPANY
OF CANADA, LIMITED
FERTILIZER DEPARTMENT

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ELEPHANT BRAND FERTILIZERS

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Sales Conducted any place
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TOWN OF GLEICHEN

OFFICE HOURS
9 a.m. to 12:30 p.m. and
2:30 to 5:30 p.m. Daily

Council meeting second Friday of each month at 8 p.m.
This office will be closed as follows:
Sundays, Statutory Holidays and the last fortnight of July each year.
—ALSO—
First two legal working days of each month for meter reading and first two legal working days following the fifteenth of month for collections, etc.
M. MURRAY,
Secretary-Treasurer.

Delors Beauty Parlor

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Free Shampoo With
Marcel Wave or
Finger Wave

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Canada's Finest
Malt Beverages

PURE, SPARKLING WATER
from the glaciers of the Rockies
... HIGHEST GRADE MALT
from Prairie-grown barley ...
CHOICE HOPS from British
Columbia, combine to make
these beverages—

"A tribute to the art of
successful brewing"

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GLEICHEN

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